

*A1 (control)*

blue cells become greater than the green cell, and the light emission quantity of the green cell is weakened compared with the conventional structure in which the luminance ration among red, green and blue is the white color reproducing value that is a display target.

#### IN THE CLAIMS:

Please AMEND the claims in accordance with the following:

*A2*

1. (ONCE AMENDED) A gas discharge display device that reproduces a color of each pixel of a color image by controlling light emission quantities of three kinds of cells having different light emission colors, the device comprising:

a mixed color of the light emission colors of the three kinds of cells, the mixed color when reproducing a white color being set to a color defined by chromaticity coordinates in which a deviation from a blackbody locus is generated in a chromaticity diagram; and

a filter located at the front side of the three kinds of cells, the filter having spectral characteristics of converting the mixed color to a color having a higher color temperature, defined by chromaticity coordinates that is closer to the blackbody locus and defined by chromaticity coordinates in which a negative deviation from the blackbody locus is generated.

Please ADD the following new claim:

*A3*

8. (NEW) A method of reproducing a color of each pixel or a color image or a gas discharge display device by controlling light emission quantities of three kinds of cells having different light emission colors, comprising:

converting a mixed color of light emission colors of the three kinds of cells when reproducing a white color into a color having a higher color temperature, defined by chromaticity coordinates that is closer to a blackbody locus and defined by chromaticity coordinates in which a negative deviation from the blackbody locus is generated.

#### REMARKS

In accordance with the foregoing, the specification and claim 1 have been amended. Claim 8 has been added. Claims 1-8 are pending and under consideration.

It is respectfully submitted that the amendment of claim 1 is provided merely to address the Examiner's concerns regarding the form of the claim, and to ensure proper grammatical form, and therefore does not further limit the invention within the meaning of **Festo Corp. v.**